



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 09-14-2012 PAGE: 1 of 6

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No 398208	Contract Dt 09-10-2012	Revision Dt 09-13-2012	Rev# 4	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS								Station/Market WTVD - DURHAM					
Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 243131				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 978																
1	09-11-2012	09-16-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA			2	30		X	X	X	X			4	225	4	900.00
		Cr Resolved 09-14-2012	Rate Reason 225 CRDT RESOLV																
		Total:	225													Credit Resolved Total:		-1	-225.00
2	09-17-2012	09-23-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA			2	30	X	X	X	X	X			5	225	5	1,125.00
3	09-24-2012	09-30-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA			2	30	X	X	X	X	X			4	225	4	900.00
4	09-11-2012	09-16-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA			2	30		X	X	X	X			4	350	4	1,400.00
		Cr Resolved 09-13-2012	Rate Reason 350 CRDT RESOLV																
		Total:	350													Credit Resolved Total:		-1	-350.00
5	09-17-2012	09-23-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA			2	30	X	X	X	X	X			5	350	5	1,750.00
6	09-24-2012	09-30-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA			2	30	X	X	X	X	X			4	350	4	1,400.00
7	09-11-2012	09-16-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83			2	30		X	X	X	X			4	500	4	2,000.00
		Cr Resolved 09-12-2012	Rate Reason 500 CRDT RESOLV																
		Total:	500													Credit Resolved Total:		-1	-500.00
8	09-17-2012	09-23-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83			2	30	X	X	X	X	X			5	500	5	2,500.00
9	09-24-2012	09-30-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83			2	30	X	X	X	X	X			4	500	4	2,000.00

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Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 978																	
10	09-11-2012	09-16-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)				3	30						X		1	75	1	75.00
11	09-17-2012	09-23-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)				3	30						X		1	125	1	125.00
12	09-24-2012	09-30-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)				3	30						X		1	125	1	125.00
13	09-11-2012	09-16-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)				2	30						X		1	250	1	250.00
14	09-17-2012	09-23-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)				2	30						X		1	250	1	250.00
15	09-24-2012	09-30-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)				2	30						X		1	250	1	250.00
16	09-11-2012	09-16-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)				2	30							X	1	100	1	100.00
17	09-17-2012	09-23-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)				2	30							X	1	100	1	100.00
18	09-24-2012	09-30-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)				2	30							X	1	100	1	100.00
19	09-11-2012	09-16-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)				3	30							X	1	125	1	125.00
20	09-17-2012	09-23-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)				3	30							X	1	125	1	125.00
21	09-24-2012	09-30-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)				3	30							X	1	125	1	125.00
22	09-11-2012	09-16-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)				2	30							X	1	350	1	350.00
23	09-17-2012	09-23-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)				2	30							X	1	350	1	350.00
24	09-24-2012	09-30-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)				2	30							X	1	350	1	350.00

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Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 243131				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 978																	
25	09-11-2012	09-16-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			3	30							X	1	300	1	300.00	
26	09-17-2012	09-23-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			3	30							X	1	300	1	300.00	
27	09-24-2012	09-30-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			3	30							X	1	300	1	300.00	
28	09-11-2012	09-16-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			2	30		X	X	X	X			4	250	4	1,000.00	
		Cr Resolved 09-12-2012	Rate Reason 250 CRDT RESOLV																	
		Total:	250													Credit Resolved Total:		-1	-250.00	
29	09-17-2012	09-23-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			2	30	X	X	X	X	X			5	250	5	1,250.00	
30	09-24-2012	09-30-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			2	30	X	X	X	X	X			4	250	4	1,000.00	
31	09-11-2012	09-16-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY			2	30		X	X	X	X			4	600	4	2,400.00	
		Cr Resolved 09-14-2012	Rate Reason 600 CRDT RESOLV																	
		Total:	600													Credit Resolved Total:		-1	-600.00	
32	09-17-2012	09-23-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY			2	30	X	X	X	X	X			4	600	4	2,400.00	
33	09-24-2012	09-30-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY			2	30	X	X	X	X	X			3	600	3	1,800.00	
34	09-11-2012	09-16-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81			2	30		X	X	X	X			3	750	3	2,250.00	
35	09-17-2012	09-23-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81			2	30	X	X	X	X	X			3	750	3	2,250.00	

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Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 243131			
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 978																
36	09-24-2012	09-30-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81			2	30	X	X	X	X	X			3	750	3	2,250.00
37	09-11-2012	09-16-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)			1	30		X	X	X	X			3	1,400	3	4,200.00
38	09-17-2012	09-23-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)			1	30	X	X	X	X	X			3	1,400	3	4,200.00
39	09-24-2012	09-30-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)			1	30	X	X	X	X	X			3	1,400	3	4,200.00
40	09-11-2012	09-16-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)			1	30		X	X	X	X			3	1,400	3	4,200.00
41	09-17-2012	09-23-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)			1	30	X	X	X	X	X			3	1,400	3	4,200.00
42	09-24-2012	09-30-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)			1	30	X	X	X	X	X			3	1,400	3	4,200.00
43	09-17-2012	09-23-2012	08:00PM - 11:00PM	PRIME SPECIALS (797)			3	30	X							1	1,600	1	1,600.00
			----- ITEM LINE NOTE ----- CMA 3																
44	09-17-2012	09-23-2012	08:00PM - 09:00PM	TUES PRIME 8-9P (810)			2	30		X						1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- TBA 2																
45	09-24-2012	09-30-2012	08:00PM - 10:00PM	PRIME SPECIALS (797)			2	30		X						1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																
46	09-17-2012	09-23-2012	08:00PM - 09:00PM	THURS PRIME 8-9P (806)			3	30					X			1	1,500	1	1,500.00
			----- ITEM LINE NOTE ----- WIPEOUT 3																
47	09-24-2012	09-30-2012	08:00PM - 09:00PM	THURS PRIME 8-9P (806)			3	30					X			1	1,500	1	1,500.00
			----- ITEM LINE NOTE ----- LAST RESORT 3																

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Agency Est# 978				CMS # 243131		Sales Office PHILADELPHIA		Account Executive A. CLIFFORD				Start Date 09-11-2012		End Date 09-30-2012		Billing M (Broadcast Month, Cycle 1)				Package N		Contract Title 243131			
Line	Start Date	End Date	Time Period	Description								RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 978																						
48	09-11-2012	09-16-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY								1	30		X	X	X	X	X	X	3	1,100	3	3,300.00	
49	09-17-2012	09-23-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY								1	30	X	X	X	X	X	X	X	4	1,100	4	4,400.00	
50	09-24-2012	09-30-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY								1	30	X	X	X	X	X	X	X	4	1,100	4	4,400.00	
51	09-17-2012	09-23-2012	08:00PM - 10:59PM	PRIME SPECIALS (797)								3	30								X	1	2,500	1	2,500.00
			----- ITEM LINE NOTE ----- EMMYS 2																						
52	09-11-2012	09-16-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)								3	30		X	X	X	X			4	50	4	200.00	
		Cr Resolved 09-14-2012	Rate Reason 50 CRDT RESOLV																						
		Total:	50																						
																					Credit Resolved Total:		-1	-50.00	
53	09-17-2012	09-23-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)								3	30	X	X	X	X	X			5	50	5	250.00	
54	09-24-2012	09-30-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)								3	30	X	X	X	X	X			4	50	4	200.00	
55	09-17-2012	09-23-2012	08:00PM - 09:00PM	WED PRIME 8-9P (813)								2	30			X					1	1,800	1	1,800.00	
			----- ITEM LINE NOTE ----- MIDDLE 2																						
56	09-17-2012	09-23-2012	10:00PM - 11:00PM	WED PRIME 10-11P (814)								3	30			X					1	1,500	1	1,500.00	
			----- ITEM LINE NOTE ----- REVENGE 2																						
57	09-17-2012	09-23-2012	09:00PM - 10:00PM	THURS PRIME 9-10P (805)								2	30				X				1	4,000	1	4,000.00	
			----- ITEM LINE NOTE ----- GREYS 2																						

Credit Resolved Total: -1 -50.00

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			Agency CPE: E : 978																
58	09-11-2012	09-16-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)			2	30		X	X	X	X			3	250	3	750.00
59	09-17-2012	09-23-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)			2	30	X	X	X	X	X			3	250	3	750.00
60	09-24-2012	09-30-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)			2	30	X	X	X	X	X			3	250	3	750.00
61	09-11-2012	09-16-2012	03:30PM - 07:00PM	RUN OF SCHEDULE ROS(M-SUN) (823)			3	30							X	1	1,000	1	1,000.00
62	09-17-2012	09-23-2012	03:30PM - 07:00PM	RUN OF SCHEDULE ROS(M-SUN) (823)			3	30							X	1	1,000	1	1,000.00
63	09-24-2012	09-30-2012	03:30PM - 07:00PM	RUN OF SCHEDULE ROS(M-SUN) (823)			3	30							X	1	1,000	1	1,000.00
64	09-15-2012	09-15-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE SAT (900)			3	30							1	1	500	1	500.00
65	09-22-2012	09-22-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE SAT (900)			3	30							1	1	500	1	500.00
66	09-29-2012	09-29-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE SAT (900)			3	30							1	1	500	1	500.00
																Contracted Gross Total:		156	101,375.00
																Actual Gross Total:		150	99,400.00
																Agency Commission:			14,910.00
																Net Total:			84,490.00
Month/YR			Preempted		Made Good		Contract Total		Adjustments							Actual Total			
Sep 12			0.00		0.00		101,375.00		1,975.00 CR							99,400.00			
TOTAL			0.00		0.00		101,375.00		1,975.00 CR							99,400.00			

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